

# Datamatrix 2017



## Hispanic Connection Database

Comprehensive Listing of Hispanics Living in America. Available by multiple demographic variables. 30% BROKER COMMISSION!




### SEGMENTS

12,393,984	Total Universe / Universe Rate	\$70.00/M
	Mail Order Buyers	+ \$15.00/M
2,231,105	Affluent	+ \$10.00/M
54,908	Brazil	+ \$15.00/M
66,249	Colombia	+ \$15.00/M
4,610	Costa Rica	+ \$15.00/M
658,288	Cuba	+ \$15.00/M
18,899	Dominican Republic	+ \$15.00/M
19,121	Ecuador	+ \$15.00/M
15,740	El Salvador	+ \$15.00/M
14,232	Guatemala	+ \$15.00/M
11,866	Honduras	+ \$15.00/M
9,263,802	Mexico	+ \$15.00/M
7,928	Peru	+ \$15.00/M
1,995,653	Puerto Rico	+ \$15.00/M
37,383	Spain	+ \$15.00/M
	Other - Please inquire	+ \$15.00/M

### ID NUMBERS

<b>Manager ID</b>	<b>225361</b>
<b>NextMark ID</b>	<b>347562</b>
<b>mIn ID</b>	<b>891458-000</b>
<b>SRDS ID</b>	

### MEDIA TYPE

<b>Consumer</b>	 
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### SOURCE

Compiled lists, Multi-Sourced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	
New to Manager	
Counts Through	<b>01/01/2018</b>

### DATA CARD MAINTENANCE

New To System	<b>01/23/2008</b>
Last Update	<b>01/08/2018</b>
Next Update	<b>03/31/2018</b>
Update Frequency	<b>QUARTERLY</b>

### DESCRIPTION

'Hispanic Connection' delivers marketers access to the fastest growing demographic group in America. As the United States becomes more diverse, this segment retains immense pride in their cultural heritage and maintains a strong sense of community. Hispanic-Americans are known for dedicated brand loyalty and are inclined to purchase brands and products that cater to their demographic. By choosing country of origin, spoken language, lifestyle/interests or other selections, you can further identify your target market. An excellent resource for a variety of offers including credit cards, insurance, mail order catalogs, travel, automotive, financial services, and, of course, any campaign dealing with ethnically-oriented products or services.

### SELECTS

AGE	<b>\$7.00/M</b>
AGE OF CHILDREN	<b>\$15.00/M</b>
CREDIT CARD	<b>\$15.00/M</b>
DONOR	<b>\$15.00/M</b>
Education	<b>\$15.00/M</b>
ETHNICITY	<b>\$15.00/M</b>
GENDER/SEX	<b>\$10.00/M</b>
GEO SELECT	<b>\$5.00/M</b>
HOME OWNER	<b>\$15.00/M</b>
HOUSE VALUE	<b>\$15.00/M</b>
INCOME SELECT	<b>\$7.00/M</b>
INVESTORS	<b>\$15.00/M</b>
LIFESTYLE SELECT	<b>\$15.00/M</b>
MARITAL STATUS	<b>\$10.00/M</b>
NET WORTH	<b>\$25.00/M</b>
OCCUPATION	<b>\$15.00/M</b>
PRESENCE OF CHILDREN	<b>\$10.00/M</b>
Spanish Speaking	<b>\$15.00/M</b>

### AVERAGE INCOME

Value	<b>not available</b>
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### MINIMUM ORDER

Minimum Quantity	<b>3,000</b>
Minimum Price	<b>\$250.00</b>

### COMMISSIONS

Broker	<b>30%</b>
Agency	<b>15%</b>

### NET NAME ARRANGEMENTS

<b>Net Name is allowed</b>	
Floor	<b>85%</b>
Minimum Quantity	<b>25,000</b>
Run Charges	<b>\$10.00/M</b>

### EXCHANGES

**Exchange is not allowed**

**MANAGER****Datamatrix Lists**

<http://www.datamatrixlists.com>

**GENDER**

Male

**50%**

Female

**50%**

**REUSE****Reuse is allowed**

Minimum Quantity

**0**

Run Charge

**CANCELLATION**

Charges

**KEY CODING****Key Coding is available**

Charges

**\$3.00/M**

**ADDRESSING**

EMAIL

**\$50.00/F**

FTP

**\$75.00/F**

**SPECIAL INSTRUCTIONS****CONTACTS**

Contact Name	Role	Email	Phone	Fax
★ Joe Borelli Datamatrix Lists	Dir of List Mgmt	<a href="mailto:sales@datamatrixlists.com">sales@datamatrixlists.com</a>	(732) 940-1500	

★ = Primary contact